

Message Text

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ACTION NEA-10

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UNCLAS TEHRAN 12825

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TAGS: BEXP IR
SUBJ: FIFTH TEHRAN INTERNATIONAL TRADE FAIR
SEPTEMBER 19 - OCTOBER 1, 1977

1. THE POST STRONGLY RECOMMENDS A MAJOR USG EFFORT
IN THE FIFTH TEHRAN INTERNATIONAL TRADE FAIR (TITF)
AND REQUESTS COMMERCE/STATE ASSISTANCE IN MOUNTING
A US PAVILION.

2. THE TITF IS AN EFFECTIVE PROMOTIONAL VEHICLE
FOR AMERICAN PRODUCTS AND TECHNOLOGY. SIGNIFICANT SALES
ARE NEGOTIATED DURING THE EVENT. IN 1976, 26 EXHIBITORS
REPORTED OVER \$1 MILLION IN OFF-THE-FLOOR SALES, AND,
MORE IMPORTANTLY, ESTIMATED \$40 MILLION IN INCREMENTAL
SALES DURING THE NEXT 12 MONTHS AS A RESULT OF parti-
CIPATION. SUCH SALES TOTALS ARE IMPRESSIVE AND COMPARE
VERY FAVORABLY WITH US RESULTS IN IRANIAN SPECIALIZED
FAIRS.

3. OVER 40 COUNTRIES WILL SPONSOR NATIONAL PAVILIONS
IN 1977 TITF. MOST OECD COUNTRIES CONSIDER FAIR HIGHLY
IMPORTANT COMMERCIAL EVENT. WEST GERMANS, FOR EXAMPLE,
RECRUIT ABOUT 100 EXHIBITORS EACH YEAR AND FRG SUBSIDIZES
ANNUAL PARTICIPATION WITH ABOUT \$200,000.

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4. ADDITIONALLY, AS DEPARTMENT IS AWARE, THE IRANIAN
GOVERNMENT ATTACHES CONSIDERABLE IMPORTANCE TO FACT
THAT ALL OF ITS TRADING PARTNERS PARTICIPATE IN IRAN'S
MOST PRESTIGIOUS COMMERCIAL EVENT, THE TITF. USG
FAILURE TO PARTICIPATE WOULD BE INTERPRETED NEGATIVELY

BY IRANIANS AT ALL LEVELS, AND A REACTION PREJUDICIAL
TO OUR BUSINESS INTERESTS, INCLUDING OUR COUNTRY MAR-
KETING PROGRAM FOR IRAN, WOULD LIKELY OCCUR.

5. THE EMBASSY WOULD PROBABLY BE ABLE TO RECRUIT ABOUT
20 PARTICIPANTS LOCALLY AND TO RAISE ABOUT \$60,000 IN
PARTICIPANT CONTRIBUTIONS, HOWEVER, SINCE PAVILION RENTAL
ALONE RUNS ABOUT \$50,000, WE OBVIOUSLY CANNOT MOUNT AN
EXHIBIT WITHOUT WASHINGTON SUPPORT. WE, THEREFORE,
REQUEST COMMERCE AND STATE TO EITHER

- A. ASSIGN THIS FAIR TYPE I STATUS, OR
- B. SUPPORT THE TITF AS IN PREVIOUS YEARS WITH A SUPPLEMENTARY
BUDGET OF ABOUT \$50,000, A 2-MAN EXHIBIT TEAM TO HANDLE FREIGHT
AND SITE CONSTRUCTION, AND SOME RECRUITMENT ASSISTANCE.

6. ACTION REQUESTED: STATE AND COMMERCE ARE REQUESTED
TO ADVISE RE AVAILABILITY AND TYPE OF SUPPORT PER PARA 5
ABOVE AS SOON AS POSSIBLE.

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